

2002

BALDRIGE NATIONAL QUALITY PROGRAM

# Quest for Excellence XIV

*The official conference of the  
Malcolm Baldrige National Quality Award*

*Meet the first Award recipients  
in Education*

*A three-day, in-depth showcase of  
the 2001 Award recipients and  
their best practices*

- *Clarke American Checks, Inc.*
- *Pal's Sudden Service*
- *Chugach School District*
- *Pearl River School District*
- *University of Wisconsin-Stout*

Free Pre-Conference Workshop  
on the Baldrige Criteria and  
Self-Assessment

Discount for  
early registration  
by March 17, 2002



**APRIL 7-10, 2002**

Washington, DC • Marriott Wardman Park Hotel



AQP

ASQ

ASTD

NIST

## A New Era of Sharing...

For thirteen years, *Quest for Excellence* has provided a forum for the recipients of the Malcolm Baldrige National Quality Award to showcase their exceptional performance practices. This year, a new era of sharing begins. QE XIV will showcase the very first Baldrige Award recipients in education. Whether your organization is large or small, is involved in service, manufacturing, education, or health care, or has one office or multiple sites around the globe, you can benefit from the knowledge and experience of the 2001 Baldrige Award recipients. In this period of tumultuous change, learn how these organizations not only survive but thrive in their performance. Plan to attend *Quest for Excellence* XIV, April 7-10 in Washington, DC.



## Featuring the 2001 recipients of the Malcolm Baldrige National Quality Award

# 2001

### MANUFACTURING

#### Clarke American Checks, Inc.



Headquartered in San Antonio, Texas, Clarke American provides a wide range of products and services to financial services partners across the United States. Products include personalized checks, checkbooks, checking account and bill-paying accessories, and financial forms. Services include customer contact call centers and e-commerce and direct response marketing solutions on behalf of their partners. The company has about 3,200 associates in its headquarters and at 17 manufacturing facilities and six customer contact call centers located in 15 states. Clarke American is the only major financial services check provider with expanding market share over the last four years. Since 1996, its market share has increased 50 percent.

### SMALL BUSINESS

#### Pal's Sudden Service



Pal's Sudden Service is a privately owned quick-service restaurant company with 17 locations in northeastern Tennessee and southwestern Virginia. Pal's has about 465 employees, and it competes directly with national fast food chains. Pal's customer satisfaction for quality in 2001 is at 95.8 percent versus its best competitor's, which is at 84.1 percent. All menu items are freshly prepared in the individual stores and are thrown away if they are not sold within a predetermined time. Pal's order handout speed has improved by over 30 percent since 1995, decreasing from 31 seconds to 20 seconds, compared to its competitors' performance, which increased from 73 seconds to 76 seconds.

### EDUCATION

#### Chugach School District



The Chugach School District Office is based in Anchorage, Alaska. Chugach's 214 students are scattered throughout 22,000 square miles of mostly isolated and remote areas of south central Alaska. With 30 faculty and staff, CSD delivers education instruction in the workplace, in the community, in the home and in school to students from preschool up to age 21 using a comprehensive, standards-based system. CSD uses a set of developmental levels instead of traditional grade divisions to achieve district and state standards. The four-step Chugach Instructional Model enables students to progress through 10 content areas by using drill and practice, practical application, interactive simulation, and real-life situations.

#### Pearl River School District



Located 20 miles north of New York City, the Pearl River School District (PRSD) has five schools: three elementary schools (kindergarten through grade four), one middle school (grades five through seven), and one high school (grades eight through 12). The district has about 330 employees and approximately 2,460 students. The percentage of students graduating with a Regents diploma, a key objective of Pearl River School District, has increased from 63 percent in 1996 to 86 percent in 2001, while the percentage of students in schools with similar socio-economic profiles has decreased from 61 percent in 1996 to 58 percent in 2000.

#### University of Wisconsin-Stout



One of 13 publicly supported universities in the University of Wisconsin System, University of Wisconsin-Stout has about 1,200 faculty and staff and about 7,700 students. Located in Menomonie, Wis., UW-Stout offers 27 undergraduate and 16 graduate degrees through three academic colleges. UW-Stout's "Mission Driven-Market Smart" focus is aimed at developing students for careers in industry and education and has led to a graduate placement rate at or above 98 percent since 1996. More than 68 percent of students graduate with practical work experience through internships or co-ops, field experiences, and student teaching experiences.

**To learn more about these role model organizations, visit [www.quality.nist.gov](http://www.quality.nist.gov).**

# About Quest for Excellence XIV

Quest for Excellence (QE) XIV will provide an in-depth opportunity to learn about the best practices and results of the 2001 Baldrige Award recipients.

Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, their journey to performance excellence, and their lessons learned. This year's schedule will feature both concurrent Category presentations and a Town Hall session with representatives from each Award recipient to answer questions and provide comparison and contrast across organizations and sectors. Attendees will be able to track a Category or track an Award recipient. QE XIV is designed to maximize learning and networking opportunities.

Take this opportunity to explore each of the Baldrige Categories: (1) Leadership; (2) Strategic Planning; (3) Customer/Student, Stakeholder, and Market Focus; (4) Information and Analysis; (5) Human Resource/Faculty and Staff Focus; (6) Process Management; and (7) Business/Organizational Performance Results.

**WHO SHOULD ATTEND QE XIV:** CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, and quality/performance improvement practitioners.

Also this year, a free pre-conference workshop will be offered as a hands-on opportunity for people in organizations to learn about the Baldrige Criteria, to begin a self-assessment process, and learn about resources available to help organizations in their journey to excellence.

## Conference Schedule\*

### REGISTRATION HOURS

Sunday, April 7, 4:30 pm - 9:00 pm

Monday, April 8, 6:45 am - 6:00 pm

Tuesday, April 9, 7:00 am - 6:30 pm

Wednesday, April 10, 7:00 am - 12:40 pm

### Sunday, April 7

1:30 - 5:00 pm	Pre-Conference Workshop: A hands-on opportunity for people in organizations to learn about the Baldrige Criteria, to begin a self-assessment process, and to learn about resources available to help organizations in their journey to excellence.
7:00 - 9:00 pm	General Opening Reception for Attendees

### Monday, April 8

8:00 - 9:10 am	Opening Plenary: Welcome, Video, Keynote				
9:10 - 10:25 am	Plenary Session: Award Recipients Present Organizational Profile and Leadership Category				
10:25 - 10:55 am	Break				
10:55 - 11:55 am	Plenary Session: Award Recipients Present Journey to Performance Excellence and Highlights of Results Category				
11:55 am - 12:55 pm	Senior Leadership Panel: Q&A on Journey and Leadership Category				
12:55 - 2:25 pm	Lunch				
2:25 - 5:35 pm	<b>Concurrent Sessions - Track an Award recipient, track a Category, or both Learn how the Baldrige Criteria are applied in different sectors</b>				
	Clarke American Checks	Pal's Sudden Service	Chugach School District	Pearl River School District	University of Wisconsin-Stout
2:25 - 3:15 pm	Strategic Planning	Customer and Market Focus	Information and Analysis	Faculty and Staff Focus	Process Management
3:25 - 4:15 pm	Customer and Market Focus	Information and Analysis	Faculty and Staff Focus	Process Management	Strategic Planning
4:15 - 4:45 pm	Break				
4:45 - 5:35 pm	Information and Analysis	Human Resource Focus	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus
6:00 - 8:00 pm	Buffet/Dinner Reception and Cash Bar				

## Tuesday, April 9

8:00 am - 12:10 pm	Concurrent Sessions				
	Clarke American Checks	Pal's Sudden Service	Chugach School District	Pearl River School District	University of Wisconsin-Stout
8:00 - 8:50 am	Human Resource Focus	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus	Information and Analysis
9:00 - 9:50 am	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus	Information and Analysis	Faculty and Staff Focus
9:50 - 10:20 am	Break				
10:20 - 11:10 am	Strategic Planning	Customer and Market Focus	Information and Analysis	Faculty and Staff Focus	Process Management
11:20 am - 12:10 pm	Customer and Market Focus	Information and Analysis	Faculty and Staff Focus	Process Management	Strategic Planning
12:10 - 1:40 pm	Lunch				
1:40 - 4:50 pm	Concurrent Sessions				
	Clarke American Checks	Pal's Sudden Service	Chugach School District	Pearl River School District	University of Wisconsin-Stout
1:40 - 2:30 pm	Information and Analysis	Human Resource Focus	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus
2:40 - 3:30 pm	Human Resource Focus	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus	Information and Analysis
3:30 - 4:00 pm	Break				
4:00 - 4:50 pm	Process Management	Strategic Planning	Student, Stakeholder, and Market Focus	Information and Analysis	Faculty and Staff Focus
5:00 - 5:45 pm	Q&A Town Halls-Representatives from each Award recipient answer your questions Compare and contrast across Award recipients and across sectors				
	Strategic Planning; Customer/Student, Stakeholder, and Market Focus All Award Recipients		Information and Analysis; Process Management All Award Recipients		Human Resource/Faculty and Staff Focus All Award Recipients
5:55 - 6:45 pm	Concurrent Special Sessions				
	Networking with the Award Recipients		State and Local Quality Award Program Fair		

## Wednesday, April 10

8:00 - 8:35 am	Keynote
8:35 - 9:35 am	Plenary Session: Award Recipients Present the Award Application Process, Preparing for the Site Visit, and Using the Feedback Report
9:35 - 10:35 am	Plenary Session: Award Recipients Present Lessons Learned
10:35 - 11:05 am	Break
11:05 am - 12:05 pm	Plenary Panel Q&A on Lessons Learned and Applying, Preparing for the Site Visit, and Using the Feedback Report
12:05 - 12:40 pm	Plenary Session: New Directions and Conference Themes, Harry Hertz and Curt Reimann

\* Conference Schedule is subject to change.

# APRIL 7 - 10, 2002



## General Information

# Quest for Excellence XIV Conference

### Date and Location

Quest for Excellence XIV will be held April 7-10, 2002 in Washington DC at the Marriott Wardman Park Hotel, 2660 Woodley Road at Connecticut Avenue, NW.

### Accommodations

Rooms have been reserved at the hotel at the special conference rates of: Single, \$193; Double, \$193; Additional person, \$30 per room/night. The tax rate is 14.5%. In order to receive these special rates, please reserve by March 17, 2002 and be sure to mention Quest for Excellence XIV. You may reserve rooms by phone, fax, mail, or online through the Marriott Wardman Park Hotel. See the hotel form below for complete information.

### Transportation

The Marriott Wardman Park Hotel is easily accessible by taxicab and shuttle from Ronald Reagan National Airport, Dulles International Airport, and Baltimore-Washington International Airport. It is also accessible by Metro, at the Woodley Park-Zoo Metro stop, from Reagan National Airport.

### Proceedings

A conference bag containing a CD-ROM of conference proceedings and Award recipient videos will be included in the registration packet for all attendees. Printed materials including application summaries for the 2001 Award recipients and their presentation visuals will also be included.

### Registration

The advance registration fee of \$895 is due by March 17, 2002. Attendees who register after March 17 will pay the regular conference fee of \$995. Registration for full-time faculty is \$600 (advance) and \$700 (regular). Registration discounts are available for groups of ten or more. You may register by phone, fax, or mail through Expo Exchange or register online at [www.quality.nist.gov](http://www.quality.nist.gov). See the registration form enclosed in this brochure for complete information.

### For Further Information

For information on the Quest for Excellence and the Baldrige National Quality Program call (301) 975-2036; fax (301) 948-3716; email [nqp@nist.gov](mailto:nqp@nist.gov); or visit our web site at [www.quality.nist.gov](http://www.quality.nist.gov).

## Quest for Excellence XIV Hotel Information

To make hotel reservations for Quest for Excellence XIV, call the Marriott Wardman Park Hotel at (202) 328-2900 or complete this form and fax or mail to:

**Marriott Wardman Park Hotel**  
2660 Woodley Road at Connecticut Avenue, NW  
Washington, DC 20008  
**Attention: Reservations**  
**Fax: (202) 387-5397**

Reservations can also be made online at [www.marriott.com](http://www.marriott.com). Use group code QEXQEXA for singles and doubles or QEXQEXI for triples and quads. Hotel reservations must be received no later than **March 17, 2002**. Early reservations are advised.

#### Quest for Excellence XIV — April 7-10, 2002

Name  LAST  FIRST  MIDDLE

Arrival Date

Departure Date

Special Requirements

Address

City

State/Province

Zip/Postal Code

Phone

Organization

Fax

Email

The Marriott Wardman Park Hotel is easily accessible by taxicab and shuttle from Ronald Reagan National Airport, Dulles International Airport, and Baltimore-Washington International Airport. It is also accessible by Metro, at the Woodley Park-Zoo Metro stop, from Reagan National Airport. For driving instructions, please contact the hotel or log on to [www.marriott.com](http://www.marriott.com).

Accommodations must be guaranteed by a major credit card or by check covering the first night's deposit. Reservations must be received no later than 3/17/02. Cancellations must be made 7 days prior to arrival; otherwise, the first night's deposit will be forfeited. Please obtain a cancellation number.

Please check special conference rate.

☐ Single \$193    ☐ Double \$193    ☐ Additional person \$30 per room/night

☐ Enclosed is a check covering the first night's deposit.

☐ Please charge my credit card

☐ AX    ☐ DC    ☐ CB    ☐ VS    ☐ MC    ☐ DISCOVER

Card #  Exp. Date

Cardholder Name

Signature

Be sure to mention the group code QEX or Quest for Excellence XIV to receive special rates.

**Check-in time:** 3:00 p.m.

**Check-out time:** 12:00 noon

\*All rates are subject to a 14.5% Washington, DC rooms and sales tax. These rates are net, non-commissionable.

Do not send to Expo Exchange – All hotel reservations will be processed through the Marriott Wardman Park Hotel.

# Quest for Excellence XIV Registration

## FOUR WAYS TO REGISTER

1. Fill out the registration form below and mail to:

**Expo Exchange**  
**P.O. Box 3376**  
**Frederick, MD 21705-3379**

2. Call Expo Exchange at 301-694-5243 and use your MC, VISA, AMEX, or DISCOVER card.

3. Fax your complete registration form with credit card payment to Expo Exchange at **301-694-5124**.

4. Register on-line at **www.quality.nist.gov**.

**Source Code** (Two-digit code that appears above your name on the label) \_\_\_\_\_

Name \_\_\_\_\_  
FIRST MIDDLE LAST

First Name for Badge \_\_\_\_\_

Organization \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## SECTOR

Please indicate which of the following sectors your organization belongs to:

- ☐ Manufacturing ☐ Small Business ☐ Health Care ☐ Non-profit  
☐ Service ☐ Education ☐ Government

## CONFERENCE REGISTRATION FEE

**Advance** (by March 17, 2002) .....\$895.00  
**Regular** (after March 17, 2002) .....\$995.00

## GROUP DISCOUNTS

Your organization will receive a 10% group discount off the advance or regular registration fee as appropriate if 10 or more employees register at the same time. Registrations must not be individually called in but made as a group for the discount to be honored. Due to the group requirement of 10 or more employees, cancellations will not be accepted; however, substitutions may be made at any time.

## FACULTY DISCOUNTS

Individuals who have full time academic employment are eligible for the following discounted fees:

**Advance** (by March 17, 2002) .....\$600.00  
**Regular** (after March 17, 2002) .....\$700.00

**NOTE:** The faculty discounts cannot be combined with the group discounts.

## PRE-CONFERENCE WORKSHOP AND SPECIAL SESSIONS

**Pre-registration is required for the Pre-Conference Workshop. Please indicate if you wish to attend.** Also, to assist us in planning, please indicate if you are interested in attending any of the other special sessions. Sessions and times are subject to change.

### Sunday, April 7, 1:30-5:00 pm

- ☐ Pre-Conference Workshop – a hands-on opportunity for people in organizations to learn about the Baldrige Criteria, to begin a self-assessment process, and learn about resources available to help organizations in their journey to excellence. (Limit 150 participants)

### Tuesday, April 9, 5:55-6:45 pm

- ☐ Networking with the Award Recipients  
☐ State & Local Quality Award Programs Fair

## PAYMENT INFORMATION

All registration forms must be accompanied by payment in full (U.S. Currency Only). All phone or fax registrations must include the expiration date and number of a major credit card (VISA/MC/AMEX/ DISCOVER) that will be charged. If you wish to guarantee payment with a purchase order, Expo Exchange must receive the hard copy of the purchase order with your registration form. Expo Exchange cannot process your registration without both of these forms. All checks should be made payable to Quest for Excellence XIV-ASTD. You will receive confirmation of your registration by email, fax, or mail.

☐ Check (Payable to Quest for Excellence XIV-ASTD)

☐ Purchase Order # \_\_\_\_\_

Credit Card: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

## SPECIAL NEEDS (☐ Check here if you would like to be contacted.)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs below:

Or write, call, or fax Expo Exchange, P.O. Box 3376, Frederick, MD 21705-3379, phone 301-694-5243, fax 301-694-5124, or e-mail atd023.attendee@expocard.com.

## CANCELLATION AND SUBSTITUTION POLICY

Registrants whose requests for cancellations are received on or before March 22, 2002 will receive a full refund. Registrants whose requests are received between March 23 and April 5, 2002 will incur a \$100.00 processing fee. No requests for reimbursement for cancellations will be accepted after April 5, 2002. Substitutions may be made at any time.



**National Institute of Standards and Technology**  
**Technology Administration**  
**U.S. Department of Commerce**  
**Baldrige National Quality Program**  
**Gaithersburg, MD 20899-0001**

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